
Integrity - Service - Excellence

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**ESC President's
Forum Working
Group**



Break-out Group #1

Report for 8 Nov 01

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Read-aheads

To be posted on Program Planning site, perhaps as pdf files to be downloaded as desired

- C2 dollar briefings (Kenne brief to Jumper and Chief)
- C2 Summit Industry Panel brief (Moorman)
- C2EI brief recast for industry
- Kenne's transformation brief (who moved the cheese?)
- Jan 2001 State of ESC brief
- Agenda w/ purpose description
 - status report of things since last Pres Forum
 - Action Item report
- Update on IT Initiatives described at last forum meeting
- Paper on Air Force's Portal strategy
- DAC Integration authority letter (appointment of ESC/CC as C2EI Manager) and SAF Guidance



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Partnership Recommendations

- Why partner? ESC's reaction to Industry Panel Report
 - What is ESC's definition of Partnership?
- Quarterly Tech Interchange on Architectures and Standards
- Follow-up on Blue Two: openly capture the lessons and develop the business cases (Gov't's and Industry's) for going forward
- Use the Partnership concept to judge/evaluate each "partnership"
 - Don't ask for something without mutual benefit
 - Assist with development of business case templates to show value on each side



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Partnership Recommendations - cont'd

- More emphasis on value-based contracts
- Differentiate types of “partnerships”
 - Contracts and non-contract
 - Without a contract, what does the partnership mean to ESC & USAF?
- Follow-up on recommendations of this meeting, assign a POC who will do it!
- Use Customer Satisfaction more often as metric for contracts/partnerships -- both ways
- Follow-up on inputs from Industry -- at least, status -- at best, implement



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Business Environment Today

Notice that several key participants of past Working Groups did not attend this Workgroup session

- Stock Market down
 - Tech Market down
- Less revenue
- Results in less available funds to pursue opportunities
- Homeland Defense possible high market opportunity
- Laying off people
- Short-term focused
 - Cash flow and recovery costs important
- Cost conscious, more risk adverse, results in prioritization of opportunities



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Decision Factors

- Program
 - Customer
 - Funding level
 - Expected value to us
 - Cost to pursue
- Did we budget for it this year?
 - Priority in customer community
- How well do we know the customer?
- Tie to other opportunities?
- What do we give up to go after this one?



Decision Factors - cont'd

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- Prime or sub?
- Teammates?
- Competitors?
- Do we have the resources?
- Can we win?
- Does it matter if we bid?
- Go-No Go Decision

Bottom line: Industry's money is just as hard to prioritize as the Government?



Last Three Questions: Flaws?

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- No definition of C2EI
- No visible \$\$, therefore use default strategy
- Inadequately resourced (has crown without jewels)
- How does DAC implement?
- No enforcement mechanisms?
 - Ruthless dictator or benevolent dictator?
- User buy-in not obvious
- ESC doesn't provide follow-up or provide feedback on Industry recommendations
 - Industry is losing interest when ESC fails to do anything with our ideas
 - Example: Cisco-Oracle-Sun recommendations to BG (sel) Mahan
 - Example: previous Pres Forum ideas on funding, etc.

Which of these flaws are fatal?



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Last Three Questions: Improvements?

- Define C2EI
- Integration ConOps and Roadmap
 - common vision
 - Publish capstone C2EI C4ISP
- Funding Plan and Strategy to execute
- User buy-in: get it!
- Visible trade-offs
- Certification (C2 CTO)



Last Three Questions: How Can Industry Help?

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- ESC go to companies (maybe again) to see how industry did it?
 - First ensure the Purina's of the IT world are eating their own dog food
- Gain Congressional support
- Keep coming back until it works
- Accelerate time-to-market if \$\$ and vehicles are there
- Support C2 Summit in April 2002



Questions for MGen Behler

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- Where does AC2ISRC fit within C2EI?
- Roles with ESC -- what's your partnership expectation?
- AF desired outcome/vision
- Where are the dollars?
 - Any success in PE consolidation?
 - How does EI affect POMs, PEs?
- How does Homeland Defense fit within C2EI?